

Abstract

The bachelor thesis *Appropriation and Recycling of Media Images* focuses on how media images get outside their original context and how this changes their function and meaning.

The work contains of three parts. The first part acquaints the reader with the method of appropriation and recycling, with its beginnings and its specificity.

The second part investigates what icons are and how art uses them. We need to introduce basic semiotic terms in order to be able to explain how the meaning changes and how media icons work.

In the third part, I focus on particular cases of appropriation and recycling, which are divided into separate subthemes according to their character, i. e. painting, political iconography, models and self-projection into iconic photographs.

The fourth part occupies with the relationship between appropriation and copyright. It embraces subchapters on Czech copyright, Creative Commons licences, theories about free culture and particular cases of appropriation and recycling from the point of view of copyright infringement.